



2023 SPONSORSHIP OPPORTUNITIES

Atlantic Canada's largest dedicated Boat show...

This March, the Halifax Exhibition Centre will once again be filled with all the latest boats, accessories, new technology and everything for the Boating Lifestyle. This event pulls together a group of Atlantic Canada's best dealers and exhibitors to get you ready for summer!

There is no better way to reach the thousands of exhibitors and visitors who attend the show each year.

EVENT DETAILS

Date: February 2 – 5, 2023

Location: Halifax Exhibition Centre, Halifax, NS

AUDIENCE PROFILE – 2020 Audience survey results:

15% of attendees primary reason to visit the boat show is to purchase a new boat

77% of attendees primary reason to attend the boat show is to see what's new

74% of attendees are repeat show attendees with **26%** being a first time show attendee.

62% of attendees are aged between 35 - 64

ACT NOW!

The opportunities outlined in the following pages are limited in number, so don't delay! All sponsorship opportunities are available on a first come, first served basis.

CUSTOM PACKAGES AVAILABLE

Our sales and marketing team will help you make the most of your sponsorship dollars with a variety of options and price points. If you don't see what you are looking for or would like to discuss a unique package tailored to your company's specific needs, please don't hesitate to contact us.

To sign on as a sponsor today, contact:

Scott Sprague, Show Manager • ssprague@mpltd.ca

902.468.4999 • 1.888.454.7469

Feature Area Sponsor**\$2,000.00**

Named sponsor for one of the event's major feature area categories. Sponsorship includes branded signage throughout event, opportunity to distribute collateral from feature area, Title sponsor of section on event website and 50 event passes. Also includes social media and email communication mention.

Door Prize Sponsor (1 available)**In Kind**

Put your brand in the spotlight as door prize sponsor! Prize must be worth at least \$1,000 retail and approved by show management. Booth space is not included. Includes promotion on the show website, email marketing and in social media, as well as additional event marketing.

Social Media & eBlast Sponsor Package (2 available)**\$1,500.00**

Harness the power of social media & direct email communication! This unique sponsorship package has three elements: featured content [copy + photo or video] in one show branded direct audience email to our database of past show visitors (over 10,000 emails); a web banner placed on the show website's homepage; and mentions in two posts on the show's Facebook and Twitter pages.

Floor Decals / Footprint Sponsor (2 available)**\$1,200.00**

Includes 20 vinyl 1'x 2' footprints with your logo that are placed on the aisle to lead visitors from the show's entrance directly to your booth. Includes selected advertising and recognition on the show website.

Exclusive Lanyard Sponsor (1 available)**\$500.00 + Lanyards**

Your company logo and website will be printed on lanyards that will be worn by exhibitors throughout the entire event. This category is limited to sponsors who are non-competitive to exhibitors.

Web Banner Sponsor (3 available)**\$500.00**

Your company's logo will be showcased on the Halifax Boat Show's official website which receives thousands of hits. We will also provide a link to your own company website, to route the traffic your way.

Visitor Handout Sponsor (4 available)**\$300.00 & up**

This is an exclusive opportunity to get your brand included on the onsite handout. One full page back cover ad, and 3 banners ads are available to get your brand in everyone's hands who enters the show. This Visitor handout will include floor plan, exhibitor list, seminar schedule and your brand ads! Limited to 4 so act fast.

Hand Sanitizer Station Sponsor (1 available)**\$750**

Your company's logo will be showcased throughout the Halifax Boat Show with your logo placed on 3 of the Hand Sanitizer Stations. PLUS, your company logo will be included on the Halifax Boat Show's official website, and distributed through our social media channels.

IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive and limited to only one sponsor. For this reason, sponsorships are accepted on a first-come, first-served basis.
- The Halifax Boat Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our quality standards.

To sign on as a sponsor today, contact:

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Scott Sprague, Show Manager – ssprague@mpltd.ca
Moiria Pellerine – Marketing & Operations Manager – mpellerine@mpltd.ca
PO Box 565, Saint John, New Brunswick E2L 3Z8
Phone: 1-888-454-7469 • Fax: (506) 658-0750
Online: www.masterpromotions.ca
G.S.T. Number 10355 7344RT

SPONSORSHIP CONTRACT

All correspondence regarding sponsorship will be directed to the individual and address noted below.

Company Name _____
Contact Name _____
Mailing Address _____
Phone _____
Fax _____
Email _____

SPONSORSHIP OPPORTUNITIES

Please indicate the opportunity you would like to sponsor:

| SPONSORSHIP OPPORTUNITY | PRICE (plus applicable taxes) |
|--|-------------------------------|
| <input type="checkbox"/> Feature Area Sponsor | \$2,000.00 |
| <input type="checkbox"/> Door Prize Sponsor | In Kind |
| <input type="checkbox"/> Social Media & eBlast Sponsor Package | \$1500.00 |
| <input type="checkbox"/> Floor Decals/Footprint Sponsor | \$1200.00 |
| <input type="checkbox"/> Exclusive Lanyard Sponsor | \$500.00 + Lanyards |
| <input type="checkbox"/> Web Banner Sponsor | \$500.00 |
| <input type="checkbox"/> Visitor Handout Sponsorship | \$300 & up |
| <input type="checkbox"/> Hand Sanitizer Station Sponsor | \$750 |

PAYMENT INFORMATION

Payment due by December 8, 2023

- Cheque enclosed (Please make cheques payable to Master Promotions Ltd.)

I have read and agree to the terms outlined in the 2023 Halifax International Boat Show sponsorship package and contract, and agree to sponsor this event this ___ day of _____, 2023.

Signature per Master Promotions Ltd.

Sponsorship Applicant's Signature